

WFLA - Tampa

Political Inquiry Form

To: Station Political File
cc: Station Political Specialist
HRP Political File
HRP Office File

Date: 10 / 10 /12

Account Executive: Matt Oestreich Office: WFLA
Name of Candidate: DCCC - Fitzgerald
Political Affiliation: Democrat
Election Date: 11/6/12 Type of Election: General
City, Station Municipality: Tampa, FL
Office Sought: 13th Congressional District

Inquiry Made By: Chris Vail
Agency / Organization: Media Strategies and Resources
Address: 11350 Random Hill Rd. Fairfax, VA 22030
Telephone: (703) 877-2000 Fax: (303) 764-9956

Sponsoring Group / Committee: DCCC - Fitzgerald for Congress
Address: 430 S. Capitol Street, S.E. Washington, D.C. 20003

Telephone: (202) 863-1500 Fax: _____

Committee Members... Steve Israel, Committee Chair
Treasurer: _____ Other: _____
Commercial Length: :30 Other: _____

Programs / Dayparts Requested: All

Station Offer: Same

Station Political Disclosure Statement:
Submitted to: Chris Vail Date: 10/10/12
Stations Requested: WFLA

NOV 01 2012 ✓

10/25/12 FCC (3)



Station Buy Detail

Tampa-St. Petersburg, TV

Est ID: 12796

Client: DCCC-Fitzgerald for Congress

Flight Dates: Thursday, October 25, 2012 to Tuesday, November 06, 2012

WFLA-TV

Program Name	DP	Length	Rate	Days		Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon
						Oct	Oct	Oct	Oct	Oct	Oct	Oct	Nov	Nov	Nov	Nov	Nov
						25	26	27	28	29	30	31	01	02	03	04	05
WFLA 6a News	EM	M-F	\$1,450.00														
6:00 AM - 7:00 AM		30	\$1,450.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Today Show	EM	M-F	\$900.00									1					
7:00 AM - 9:00 AM		30	\$900.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Today II	DT	M-F	\$1,040.00				1										
9:00 AM - 10:00 AM		30	\$1,040.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
The Doctors	EF	M-F	\$450.00							1							
3:00 PM - 4:00 PM		30	\$450.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Dr. Oz	EF	M-F	\$600.00			1							1				
4:00 PM - 5:00 PM		30	\$1,200.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
WFLA 5:30p News	EN	M-F	\$900.00								1						
5:30 PM - 6:00 PM		30	\$900.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
WFLA 6p News	EN	M-F	\$2,250.00				1										1
6:00 PM - 6:30 PM		30	\$4,500.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Ent Tonight	PA	M-F	\$2,000.00			1								1			1
7:30 PM - 8:00 PM		30	\$6,000.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Office/Parks	PT	Th	\$4,800.00										1				
9:00 PM - 10:00 PM		30	\$4,800.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
WFLA 11p News	LN	M-F	\$1,250.00								1						
11:00 PM - 11:35 PM		30	\$1,250.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Tonight Show	LF	M-F	\$650.00											1			
11:35 PM - 12:37 AM		30	\$650.00														
Sold Out: Lowest Rate to Clear per WFLA.																	
Station Totals			\$23,140.00			2	2			1	2	1	2	2			2
Station Net			\$19,669.00														

WFLA-TV

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

Matt Oestreich

200 S Parker St Tampa FL

Page 1A of 1



Station Buy Detail Tampa-St. Petersburg, TV

Est ID: 12796

Client: DCCC-Fitzgerald for Congress

Flight Dates: Thursday, October 25, 2012 to Tuesday, November 06, 2012

WFLA-TV

				Tue	
				Nov	
Program Name	DP	Length	Rate	06	Total
WFLA 6a News	EM	M-F	\$1,450.00	1	1
6:00 AM - 7:00 AM		30	\$1,450.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Today Show	EM	M-F	\$900.00		1
7:00 AM - 9:00 AM		30	\$900.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Today II	DT	M-F	\$1,040.00		1
9:00 AM - 10:00 AM		30	\$1,040.00		
Sold Out: Lowest Rate to Clear per WFLA.					
The Doctors	EF	M-F	\$450.00		1
3:00 PM - 4:00 PM		30	\$450.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Dr. Oz	EF	M-F	\$600.00		2
4:00 PM - 5:00 PM		30	\$1,200.00		
Sold Out: Lowest Rate to Clear per WFLA.					
WFLA 5:30p News	EN	M-F	\$900.00		1
5:30 PM - 6:00 PM		30	\$900.00		
Sold Out: Lowest Rate to Clear per WFLA.					
WFLA 6p News	EN	M-F	\$2,250.00		2
6:00 PM - 6:30 PM		30	\$4,500.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Ent Tonight	PA	M-F	\$2,000.00		3
7:30 PM - 8:00 PM		30	\$6,000.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Office/Parks	PT	Th	\$4,800.00		1
9:00 PM - 10:00 PM		30	\$4,800.00		
Sold Out: Lowest Rate to Clear per WFLA.					
WFLA 11p News	LN	M-F	\$1,250.00		1
11:00 PM - 11:35 PM		30	\$1,250.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Tonight Show	LF	M-F	\$650.00		1
11:35 PM - 12:37 AM		30	\$650.00		
Sold Out: Lowest Rate to Clear per WFLA.					
Station Totals			\$23,140.00	1	15
Station Net			\$19,669.00		

WFLA-TV

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11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

Matt Oestreich

200 S Parker St Tampa FL

Page 1B of 1

Media Strategies & Research - VA Keith Fitzgerald/ Dccc/ D/ Congress
 11350 Randon Hills Road
 Suite 670
 Fairfax VA 22030
 Submission Number 141 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Keith Fitzgerald/ Dccc/ D/ Congress	Submission Cost: 23140	Campaign Ref: JM112102402
Buyer: ..	Client/Product/Estimate: . / 12796	Sales Rep: WFLA Political
Schedule Dates: 10/22/12 to 11/11/12	Weeks: 3	Order Ref:
Est./PO Number:	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Keith Fitzgerald/ Dccc/ D/ Congress	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
1	M-F 7a Today Show ..W....	03	900	30 Comme	Nbr of Spots	1		1	900
2	M-F 9a Today Show II ...F..	01	1040	30 Comme	Nbr of Spots	1		1	1040
3	M-F 3p Doctors M.....	03	450	30 Comme	Nbr of Spots	1		1	450
4	M-F 4p Dr Oz ...T...	03	600	30 Comme	Nbr of Spots	1		1	1200
5	M-F 530p News T.....	03	900	30 Comme	Nbr of Spots	1		1	900
6	M-F 6p News ...F..	01	2250	30 Comme	Nbr of Spots	1		1	2250
7	M-F 6p News M.....	01	2250	30 Comme	Nbr of Spots		1	1	2250
8	M-F 730p Entertainment Tonight ...T...	01	2000	30 Comme	Nbr of Spots	1		1	2000
Weekly Totals: Total Spots(Ord Spots)					4	8	3	15	

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 Suite 670
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 Submission Number 141 Issue 1



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Client: Keith Fitzgerald/ Dccc/ D/ Congress	Submission Cost: 23140	Campaign Ref: JM112102402
Buyer: ..	Client/Product/Estimate: ./12796	Sales Rep: WFLA Political
Schedule Dates: 10/22/12 to 11/11/12	Weeks: 3	Order Ref:
Est./PO Number:	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/22	10/29	11/05	Total	Cost
9	M-F 730p Entertainment Tonight ...F..	01	2000	30 Comme	Nbr of Spots	1		1	2000
10	M-F 730p Entertainment Tonight M.....	01	2000	30 Comme	Nbr of Spots		1	1	2000
11	Thu 9-10p ET / 8-9p CT Office / Parks & Recreation ...T...	02	4800	30 Comme	Nbr of Spots	1		1	4800
12	M-Su 11p News T.....	03	1250	30 Comme	Nbr of Spots	1		1	1250
13	M-F 1135p ET / 1035p CT Tonight Show ...F..	03	650	30 Comme	Nbr of Spots	1		1	650
14	M-F 6a News T.....	01	1450	30 Comme	Nbr of Spots		1	1	1450
Weekly Totals: Total Spots(Ord Spots)					4	8	3	15	

Grand Totals					Month 10 Weeks: 4				Month 11 Weeks: 4			
					10/22				10/29			
Spots					15				8			
Cost					23140				11550			
Totals					15				8			
					23140				11550			

Grand Totals:

Spots: 15

Gross Total:	23,140.00
Commission:	3,471.00
Net Total:	19,669.00

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WFLA-TV Tampa-St. Petersburg

Date:

10/22/2012

I, Media Strategies and Research,

being/on behalf of:

Keith Fitzgerald

, a legally

qualified candidate of the Democratic

political

party for the office of: U.S. Congress

in the GE

election to be held on: Tuesday, November 06, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Thursday, October 25, 2012			Tuesday, November 06, 2012		

Total Charges: \$23,140.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

DCCC-Fitzgerald for Congress

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jackie Forte-Mackay

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Monday, October 22, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

34214
Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
FAIRFAX VA 22030

REP: WFLA (Local) Misc
SLSP: WFLA Political
ADV: Keith Fitzgerald/ Dccc/ D/ C
PROD: Keith Fitzgerald/ Dccc/ D/ C

2012
INVOICE DATE 10/28/12
ORDER TYPE Political
WFLA I SS
JM112102402
WFLA
INVOICE NUMBER 0100032910
PAGE 1
BROADCAST MONTH 10/01/2012 - 10/2
SCHEDULE DATES 10/22/12-11/11/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF: . / . /12796
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 9a Today Show II	1040.00	2	1	10/26	FR	09:57A	30 KFT1203H :30 Commercial	1040.00	
M-F 4p Dr Oz	600.00	4	1	10/25	TH	04:23P	30 KFT1203H :30 Commercial	600.00	
M-F 6p News	2250.00	6	1	10/26	FR	06:15P	30 KFT1203H :30 Commercial	2250.00	
M-F 730p Entertainment Tonight	2000.00	8	1	10/25	TH	07:54P	30 KFT1203H :30 Commercial	2000.00	
Total Airtime Gross Spot Revenue:				5,890.00					

PERIOD COST 5,890.00

4 Total Units			
ACTUAL GROSS BILLING	5,890.00	SUB-TOTALS	Debits .00
AGENCY COMMISSION	883.50		Credits .00
NET DUE	5,006.50	TOTAL RECONCILING	.00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER Keith Fitzgerald/ Dccc/ D/ C
PRODUCT Keith Fitzgerald/ Dccc/ D/ C

INVOICE NUMBER 0100032910
BROADCAST MONTH 10/01/2012 - 10/28,
AMOUNT DUE 5,006.50

REMIT TO:

*00201
000034214
Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
FAIRFAX VA 22030

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425

400900020 00000000034214 00000100032910 000500650 5



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street
Tampa, FL 33606
Tele (813) 228-8888
Fax (813) 221-5787

INVOICE / AFFIDAVIT

34214
Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
FAIRFAX VA 22030

REP: WFLA (Local) Misc
SLSP: WFLA Political
ADV: Keith Fitzgerald/ Dccc/ D/ C
PROD: Keith Fitzgerald/ Dccc/ D/ C

2012
INVOICE DATE 11/25/12
ORDER TYPE Political
WFLA I SS
JM112102402
WFLA
INVOICE NUMBER 0100033439
PAGE 1
BROADCAST MONTH 10/29/2012 - 11/2
SCHEDULE DATES 10/22/12-11/11/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: . / . /12796
Desc: Campaign Option Number 1, Booking1

SCHEDULE			ACTUAL BROADCAST			RECONCILIATION		
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 7a Today Show	900.00	1 1	10/31	WE	08:39A	30 KFT1203H :30 Commercial	900.00	
M-F 3p Doctors	450.00	3 1	10/29	MO	03:41P	30 KFT1203H :30 Commercial	450.00	
M-F 4p Dr Oz	600.00	4 1	11/01	TH	04:35P	30 KFT1203H :30 Commercial	600.00	
M-F 530p News	900.00	5 1	10/30	TU	05:43P	30 KFT1203H :30 Commercial	900.00	
M-F 6p News	2250.00	7 1	11/05	MO	06:28P	30 KFT1203H :30 Commercial	2250.00	
M-F 730p Entertainment Tonight	2000.00	9 1	11/02	FR	07:39P	30 KFT1203H :30 Commercial	2000.00	
	2000.00	10 1	11/05	MO	07:45P	30 KFT1203H :30 Commercial	2000.00	
Thu 9-10p ET / 8-9p CT Office	4800.00	11 1	11/01	TH		30 :30 Commercial	.00	Preempt Program Change 4800.00-
M-Su 11p News	1250.00	12 1	10/30	TU	11:21P	30 KFT1203H :30 Commercial	1250.00	
M-F 1135p ET / 1035p CT Tonigh	650.00	13 1	11/02	FR	12:31A	30 KFT1203H :30 Commercial	650.00	
M-F 6a News	1450.00	14 1	11/06	TU	06:59A	30 KFT1203H :30 Commercial	1450.00	
Thu 10p ET / 9p CT Rock Center	1600.00	15 1	11/01	TH	10:17P	30 KFT1203H :30 Commercial	1600.00	
Fri 8p Star Watch Primetime	2900.00	16 1	11/02	FR		30 :30 Commercial	.00	Preempt Program 2900.00-

*** Continued ***

PERIOD COST	24,950.00	15 Total Units	ACTUAL GROSS BILLING	17,250.00	SUB-TOTALS	Debits	.00
			AGENCY COMMISSION	2,587.50	TOTAL RECONCILING	Credits	7,700.00-
			NET DUE	14,662.50			7,700.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

WFLA-TV
P.O. Box 1410
Tampa, FL 33601



ADVERTISER Keith Fitzgerald/ Dccc/ D/ C
PRODUCT Keith Fitzgerald/ Dccc/ D/ C

INVOICE NUMBER 0100033439
BROADCAST MONTH 10/29/2012 - 11/25/
AMOUNT DUE 14,662.50

REMIT TO:

*00172

000034214
Media Strategies & Research - VA
11350 Random Hills Road
Suite 670
FAIRFAX VA 22030

WFLA-TV
REMITTANCE PROCESSING CENTER
P.O. BOX 26425
RICHMOND VA 23260-6425



400900020 00000000034214 00000100033439 001466250 4



WFLA-TV

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REP: WFLA (Local) Misc
SLSP: WFLA Political
ADV: Keith Fitzgerald/ Dccc/ D/ C
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2012
INVOICE DATE 11/25/12
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BROADCAST MONTH 10/29/2012 - 11/2
SCHEDULE DATES 10/22/12-11/11/12
Standard Broadcast Month
TERMS: NET 30 DAYS.

REF#: . / . /12796
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION		
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT
Sat 9a News	300.00	17	1	11/03	SA	09:27A	30 KFT1203H :30 Commercial	300.00		
Sat NBC Movie	1400.00	18	1	11/03	SA	09:26P	30 KFT1203H :30 Commercial	1400.00		
M-F 6a News	1450.00	19	1	11/05	MO	06:29A	30 KFT1203H :30 Commercial	1450.00		
M-Th, Su 430a News	50.00	20	1	11/04	SU	04:58A	30 KFT1203H :30 Commercial	50.00		
Total Airtime Gross Spot Revenue:				17,250.00						

Change

PERIOD COST 24,950.00

15 Total Units
ACTUAL GROSS BILLING 17,250.00
AGENCY COMMISSION 2,587.50
NET DUE 14,662.50

SUB-TOTALS Debits .00
Credits 7,700.00-
TOTAL RECONCILING 7,700.00CR

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